

-2-

1. (Currently amended) A method for ~~consumer~~ prescribing of personal data preferences comprising the steps of:

a) coupling an electronic consumer device to a computer of a business;

b) ~~accessing a personal data preferences program of the computer by the~~ through use of an electronic consumer device for allowing that enables a consumer to create a personal privacy profile by choosing, selecting, and then assigning opt in or opt out assign privacy options to one or more specific, distinct, and different types of personal data collected and maintained by the business including but not limited to the data types of a history of purchases from the business by the consumer, demographic data, amount purchased, frequency of purchase, coupon used, payment method used, time of day, week, and year purchased, and to for the purpose of identifying and limiting the discrete types of data the business is authorized, by the customer's choice of opt in, to collect, limit collection, use, and disseminate dissemination of the personal data in accordance with the personal privacy options profile data type options selected as opt in by the customer;

c) recording consumer selection of the privacy options via the consumer device by the computer;

d) coding selected privacy options by the computer;

-3-

e) downloading coded privacy options to the consumer device by the computer;

f) transferring the coded privacy options to a consumer storage medium by the computer;

g) reading the coded privacy options from the consumer storage medium by a transaction computer during a transaction between the consumer and the business; and

h) limiting the collection, use, and dissemination of the personal data by the transaction computer in accordance with the coded privacy options.

2. (Previously presented) The method of claim 1, wherein step a) includes coupling the consumer device to the computer via an electronic network.

3. (Original) The method of claim 2, wherein the electronic network is the Internet.

4. (Previously presented) The method of claim 1, wherein step d) includes coding the selected privacy options into a barcode.

-4-

5. (Previously presented) The method of claim 1, wherein step d) includes coding the selected privacy options into a magnetic strip readable format.

6. (Previously presented) The method of claim 1, wherein step f) includes transferring the coded privacy options to a magnetic strip on a card.

7. (Previously presented) The method of claim 1, wherein step f) includes transferring the coded privacy options to a key flock.

8. (Original) The method of claim 1, wherein the consumer device is one of a personal computer, a personal digital assistance, and a cell phone.

9. (Currently amended) A method of encoding personal data preferences of a consumer for use during a purchase transaction comprising the steps of:

a) coupling an electronic consumer device to a computer of a business;

b) accessing a personal data preferences program ~~of the computer by the~~ through use of an electronic the consumer device ~~for allowing~~ that enables a consumer to create a

-5-

personal privacy profile by choosing, selecting, and then assigning opt in or opt out assign privacy options to one or more specific, distinct, and different types of personal data collected and maintained by the business businesses including but not limited to the data types of a history of purchases from the business by the consumer, demographic data, amount purchased, frequency of purchase, coupon used, and to for the purpose of identifying and limiting the discrete types of data the business is authorized, by the customer's choice of opt in, to collect, limit collection, use, and disseminate dissemination of the personal data in accordance with the personal privacy options profile data type options selected as opt in by the customer;

c) permitting the consumer to select the privacy options via the consumer device by the computer;

d) encoding selected privacy options by the computer; and

e) downloading encoded selected privacy options to the consumer device by the computer for later downloading to a transaction computer during the purchase transaction to limit the collection, use, and dissemination of the personal data by the transaction computer in accordance with the encoded selected privacy options.

-6-

10. (Original) The method of claim 9, wherein the consumer device comprises one of a personal computer, a personal digital assistant, and a cell phone.

11. (Previously presented) The method of claim 9, further comprising the steps of:

f) transferring downloaded encoded selected privacy options onto a code storage device, the code storage device being readable by the transaction computer during a purchase transaction; and

g) reading the downloaded encoded privacy options from the consumer storage medium by the transaction computer during the purchase transaction.

12. (Original) The method of claim 11, wherein the code storage device comprises one of a key floss, access card, and a barcode.

13. (Previously presented) The method of claim 9, wherein step d) includes:

encoding the selected privacy options into a barcode format.

-7-

14. (Previously presented) The method of claim 9, wherein step d) includes:

encoding the selected privacy options into a magnetic strip readable format.

15. (Previously presented) The method of claim 9, wherein step a) includes coupling the consumer device to the computer via a network.

16. (Original) The method of claim 15, wherein the network comprises the Internet.

17. (Currently amended) A system for prescribing personal data preferences comprising:

a processing unit;

a network interface in communication with the processing unit and operable to be coupled to an electronic network; and

memory in communication with said processing unit and containing a plurality of instructions which, when executed by the processing unit, ~~cause~~ enable (a) an electronic consumer device to access a personal data preferences program via the electronic network, the personal data preferences program being operable to ~~allow~~ enable a consumer to create a personal privacy profile by choosing, selecting, and then assigning opt

-8-

in or opt out assign privacy options to one or more distinct,
and different types of personal data collected and maintained
by a business businesses including but not limited to a
history of purchases by the consumer, demographic data, amount
purchased, frequency of purchase, coupon used, payment method
used, time of day, week, and year purchased, ~~and to~~ for the
purposed of identifying and limiting the discrete types of
data the business is authorized, by the customer's choice of
opt in, to collect, limit collection, use, and disseminate
~~dissemination of the personal data~~ in accordance with the
personal privacy options profile data type options selected as
opt in by the customer; (b) allow a consumer via the consumer
device to select the privacy options; (c) convert selected
privacy options into a personal data model; (d) code the
personal data model in a format readable by a retail terminal
during a purchase transaction to limit the collection, use,
and dissemination of the personal data by the retail terminal;
and (e) transmit a coded personal data model to the consumer
device, wherein the consumer device is operable to transfer a
received coded personal data model onto a personal data
preferences storage medium of the consumer.

-9-

18. (Original) The system of claim 17, wherein said consumer device is one of a personal computer, a cell phone, and personal digital assistant.

19. (Original) The system of claim 17, wherein the coded personal data model is encoded into a barcode format.

20. (Original) The system of claim 17, wherein the coded personal data model is encoded into a magnetic strip format.